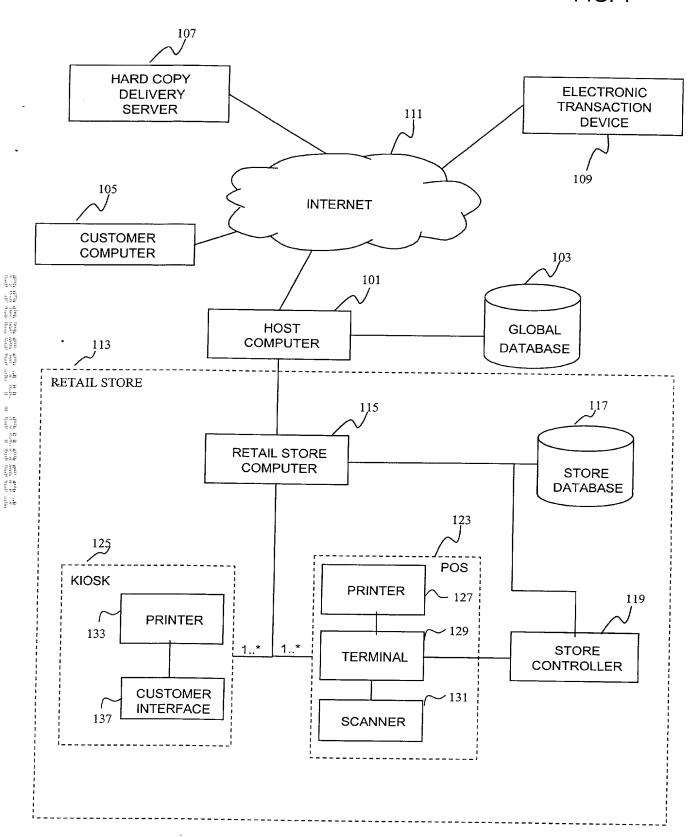
OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET 1_ OF_11_

FIG. 1



OBLON, SPIVAK, ET AL **DOCKET #: 199457US-25** INV: Eric N. WILLIAMS, et al. SHEET 2 OF 11

	203 ~		205 207		209 کر		211 ر		
	CID	PROMOTION		DELIVERY DATE	DELIVI		PROMOTION STATUS		
201	052799 ADV278			11/02/00 11/02/00	CUST. C		REJECT (H) ACCEPT		
in the state of th	090269 PI: PI' PI'		78711 711 858 859 200	10/10/00 10/26/00 10/30/00 11/03/00 11/03/00	DIRECT CUST. (ELECT T KIOS PO	COMP RANS. SK	REJECT (H) ACCEPT (H) REJECT (H) ACCEPT (H) UNKNOWN		
FIG.2A									
To the state of th	PROMOTION IDENTIFIER ADV8711			217 كىر	219 سر				
0000 0000 0000 0000 0000 0000 0000 0000 0000			PROMOTION STATUS		RELATED PROMOTION				
213			ACCEPT REJECT		10 CENTS OFF BRAND X SWEETENER				

FIG.2A

215 کے	;	217	219
	OMOTION ENTIFIER	PROMOTION STATUS	RELATED PROMOTION
ADV	⁷ 8711	ACCEPT REJECT	10 CENTS OFF BRAND X SWEETENER 25 CENTS OFF BRAND X SWEETENER 10
PI8	3711	ACCEPT REJECT	30 CENTS OFF BRAND B COFFEE 50 CENTS OFF BRAND X SWEETENER
PI7	858	ACCEPT REJECT	BRAND B COFFEE, IT TASTES GOOD 60 CENTSOFF BRAND B COFFEE
PI2	787	ACCEPT REJECT	AD3535; PI6742; PI7474 PI7188; PI7227
ADV	2787	ACCEPT REJECT	ADV 3900 PI2787

FIG.2B

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•	223	225	227	
221	PROMOTION IDENTIFIER	PROMOTION INFORMATION	STATUS CRITERIA	
	ADV8711	ADVERTISEMENT, BRAND X SWEETENER, "BRAND X SWEETENER, JUST ONE CALORIE"	ACCEPT IF PURCHASE WITHIN 2 WEEKS, ELSE REJECT	
	PI8711	PURCHASE INCENTIVE, BRAND X SWEETENER, "25 CENTS OFFBRAND X SWEETENER," EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT	
	PI7858	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 30 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF PURCHASE WITHIN 2 WEEKS OR REDEEM BEFORE EXPIRATION DATE, ELSE REJECT	
	PI7859	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 60 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT	
	ADV2787	ADVERTISEMENT, BRAND R SHOES,"BRAND R SHOES, DRESS FOR SUCCESS	ACCEPT IF PURCHASE WITHIN ONE WEEK, ELSE REJECT	
	PI2787	PURCHASE INCENTIVE, BRAND R SHOES, "1/2 OFF BRAND R SHOES, WHEN YOU BUY A PAIR OF BRAND R SHOES OF GREATER VALUE	ACCEPT IF REDEEM WITHIN ONE DAY, ELSE REJECT	

FIG.2C

OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET 4_ OF_11_

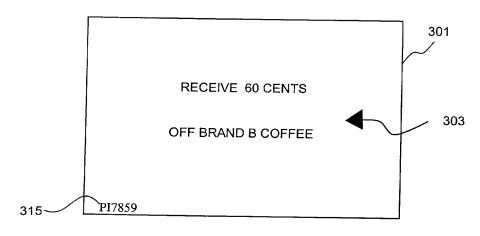


FIG. 3A

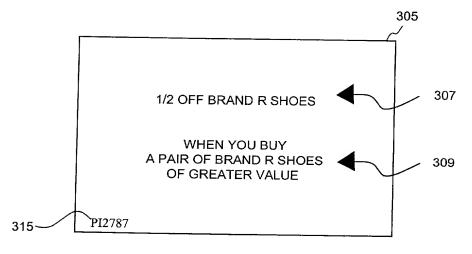


FIG. 3B

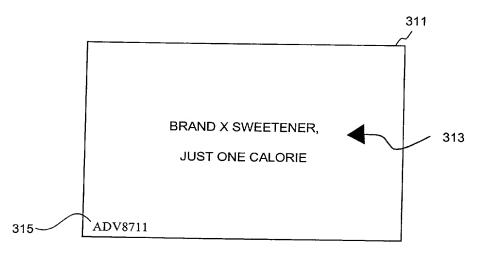
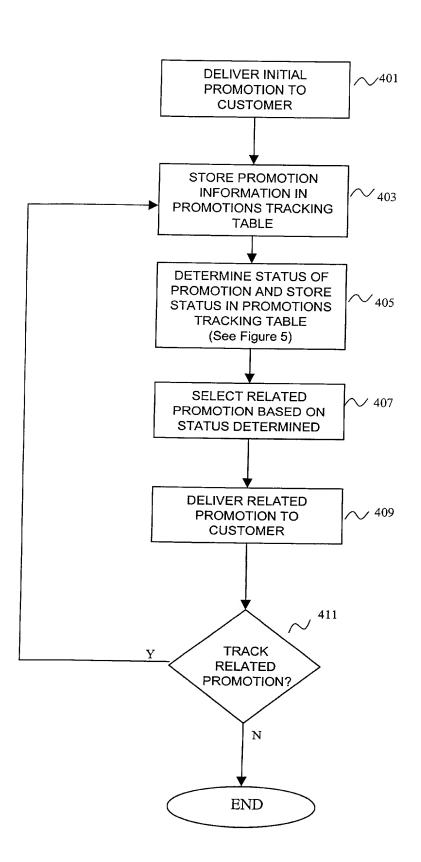


FIG. 3C

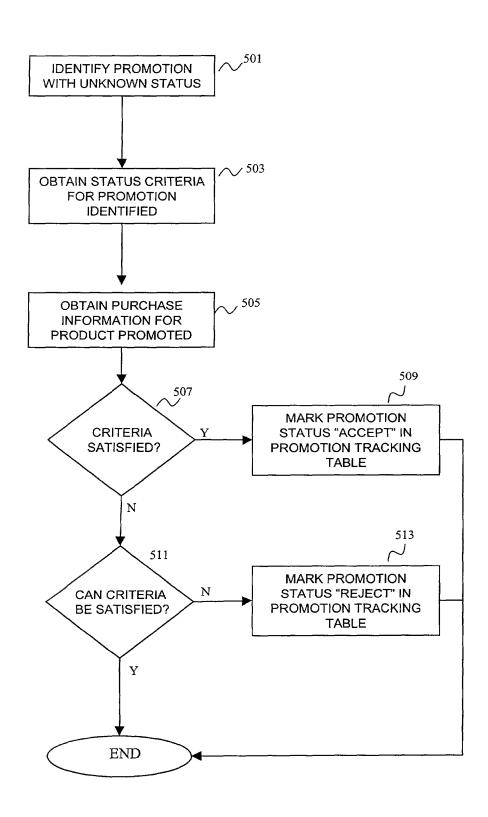
OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET 5_OF_11_

FIG. 4

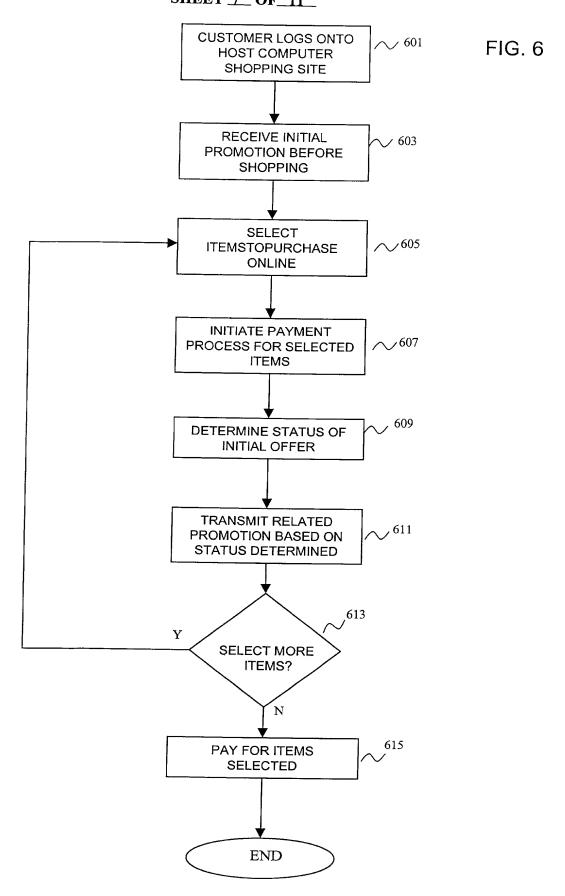


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FIG. 5



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FIG. 7

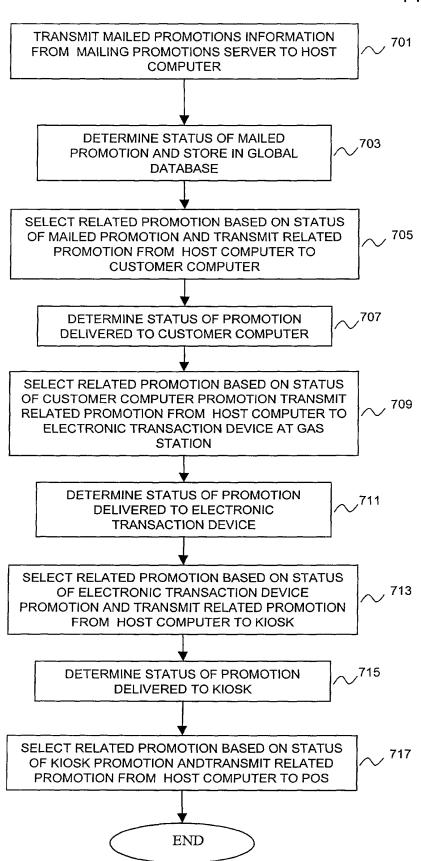


FIG. 8

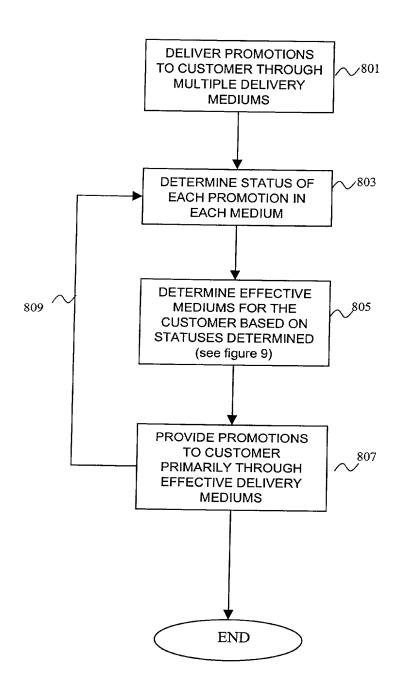
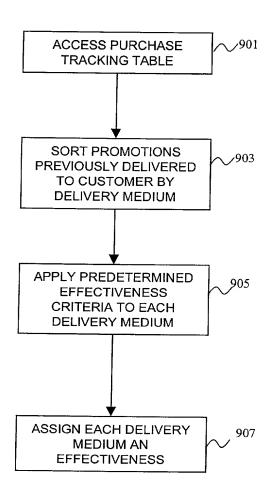


FIG. 9



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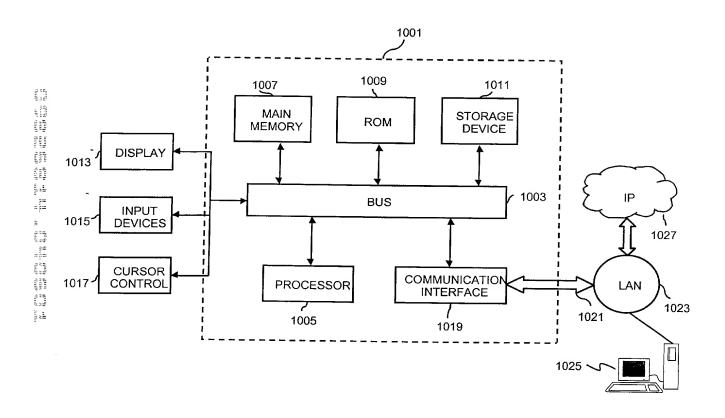


FIG. 10